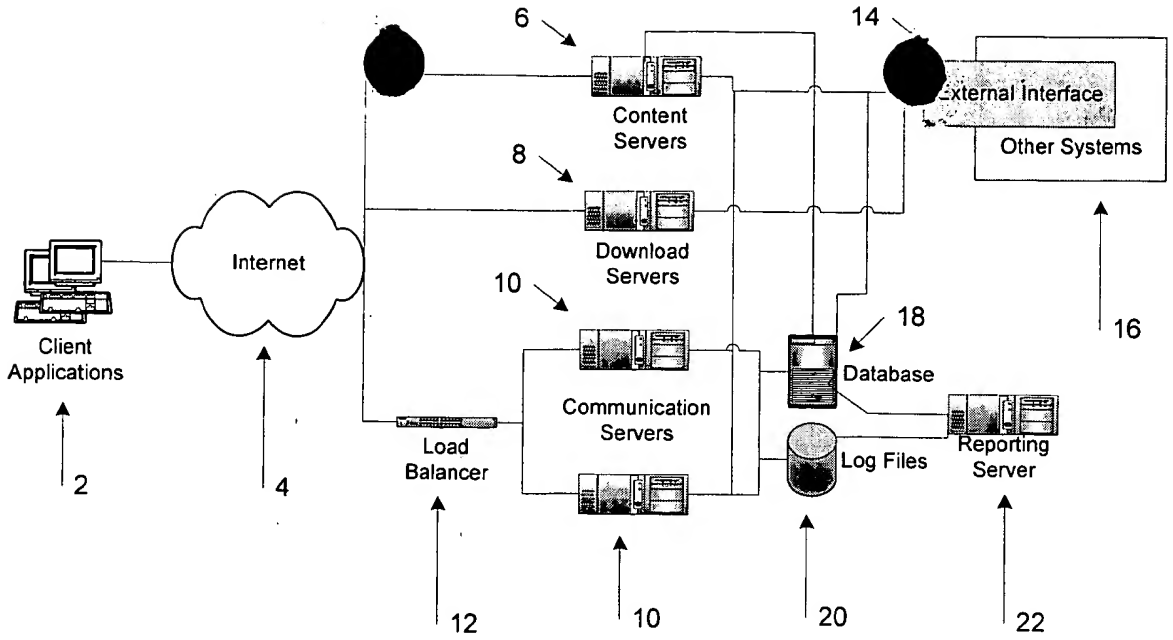
6
14
Content Servers
External Interface
Other Systems
8
Download Servers
Internet
10
18
16
Client Applications
Database
Communication Servers
Load Balancer
Log Files
Reporting Server
2
4
12
10
20
22

FIG. 1

100

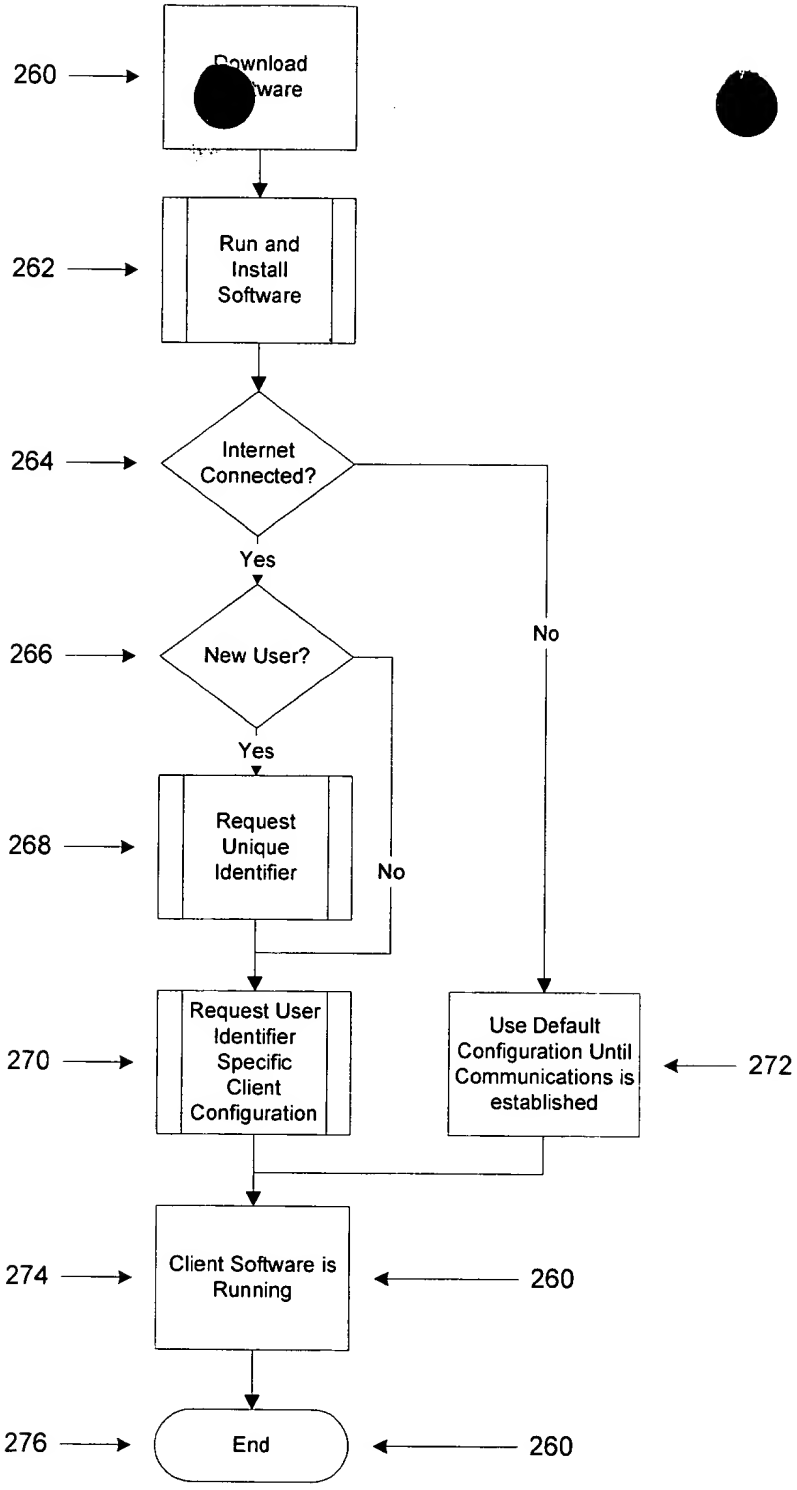
260
Download Software
262
Run and Install Software
264
Internet Connected?
Yes
No
266
New User?
Yes
No
268
Request Unique Identifier
270
Request User Identifier Specific Client Configuration
Use Default Configuration Until Communications is established
272
274
Client Software is Running
260
276
End
260

FIG. 2

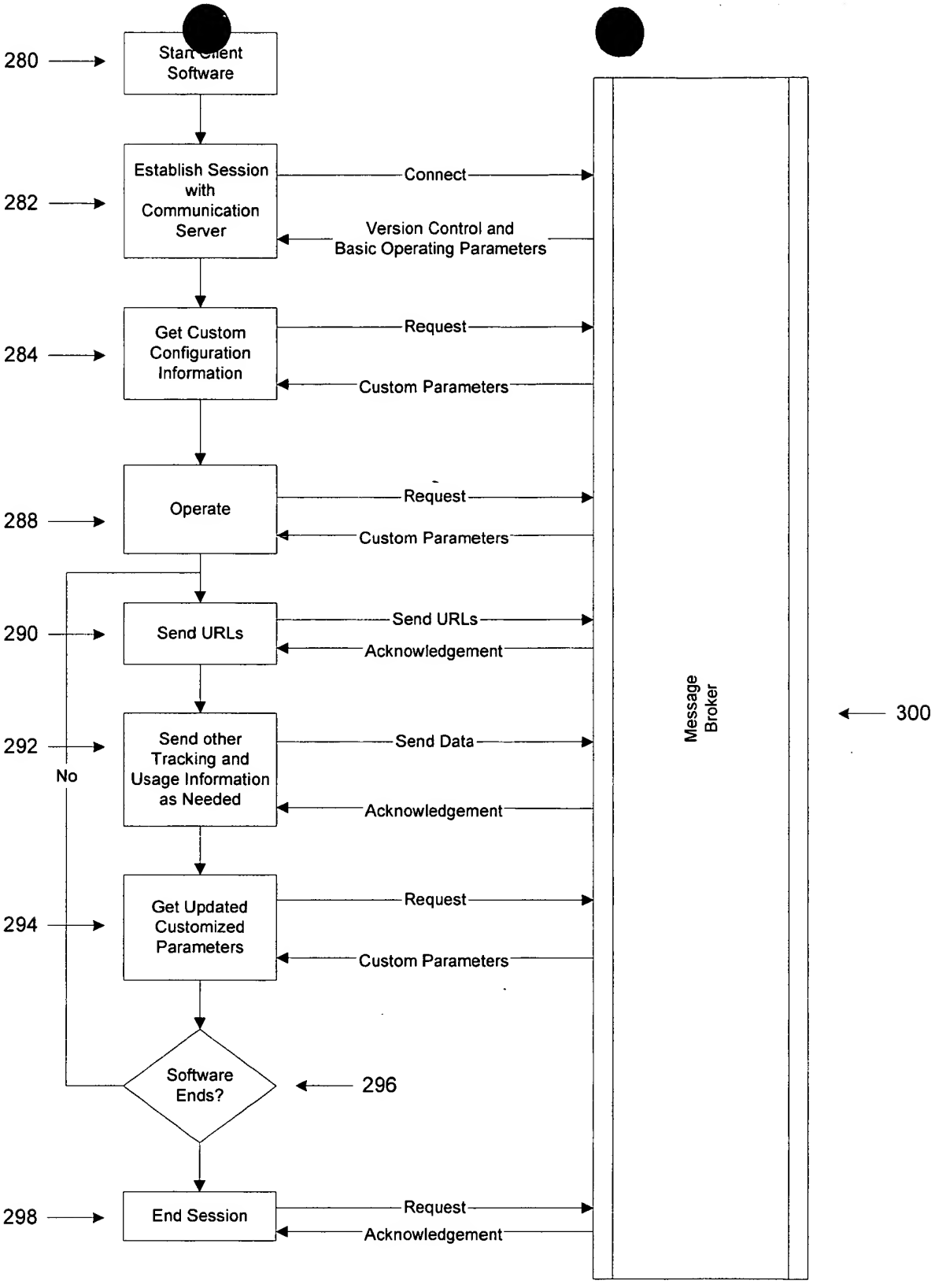
280
Start Client Software
Establish Session with Communication Server
282
Connect
Version Control and Basic Operating Parameters
Get Custom Configuration Information
284
Request
Custom Parameters
Operate
288
Request
Custom Parameters
290
Send URLs
Send URLs
Acknowledgement
292
Send other Tracking and Usage Information as Needed
Send Data
Acknowledgement
No
294
Get Updated Customized Parameters
Request
Custom Parameters
Software Ends?
296
298
End Session
Request
Acknowledgement
Message Broker
300

FIG. 3

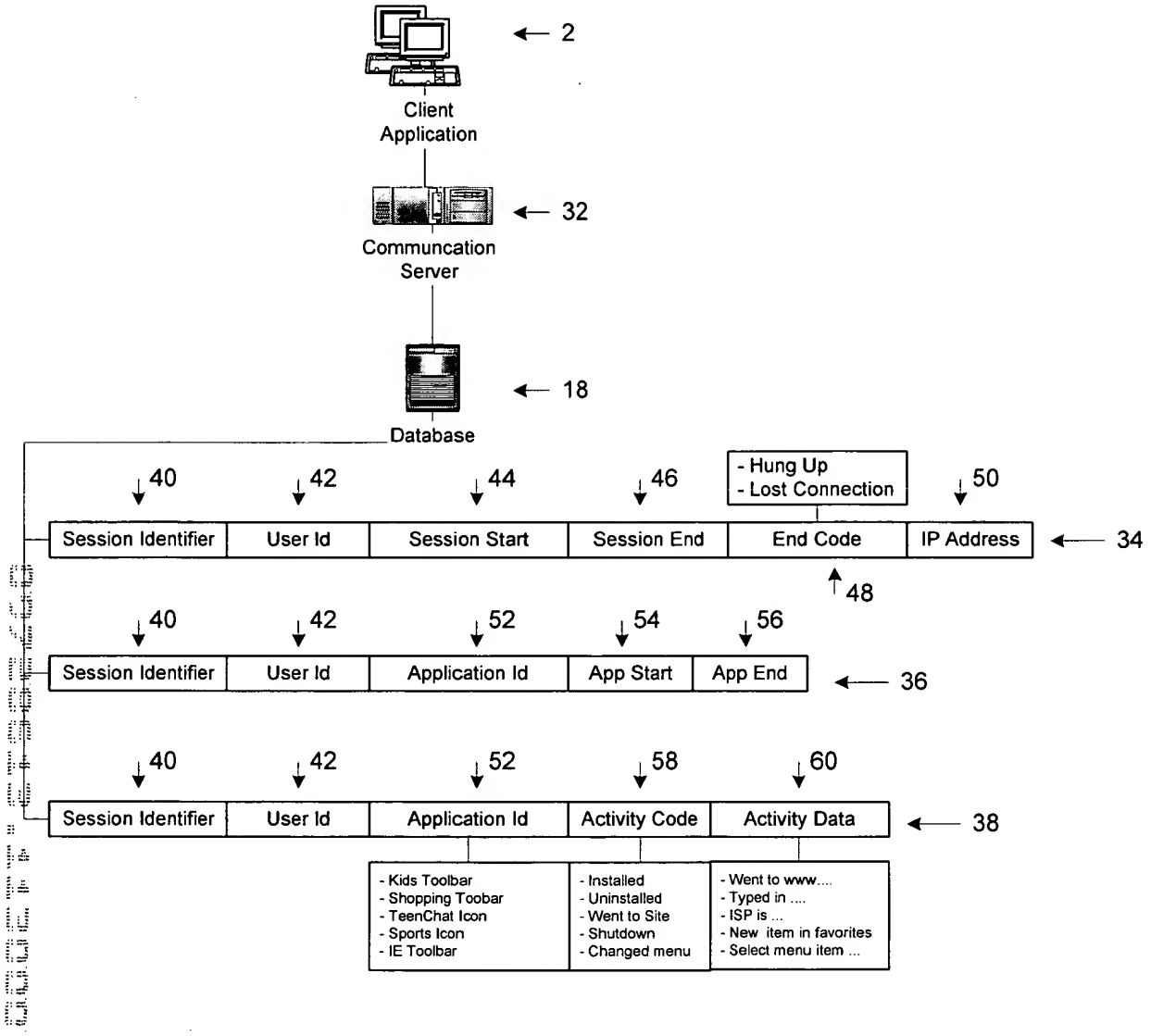
2
Client Application
32
Communcation Server
18
Database
40
42
44
46
- Hung Up
- Lost Connection
50
Session Identifier
User Id
Session Start
Session End
End Code
IP Address
34
48
40
42
52
54
56
Session Identifier
User Id
Application Id
App Start
App End
36
40
42
52
58
60
Session Identifier
User Id
Application Id
Activity Code
Activity Data
38
- Kids Toolbar
- Shopping Toobar
- TeenChat Icon
- Sports Icon
- IE Toolbar
- Installed
- Uninstalled
- Went to Site
- Shutdown
- Changed menu
- Went to www....
- Typed in ....
- ISP is ...
- New item in favorites
- Select menu item ...

FIG. 4

	DATA POINT	DESCRIPTION
42 →	User Identifier	Unique identifier for the user. This is a 38-character field.
72 →	User Number	Internal number used for foreign key within the database system.
50 →	IP Address	Last IP address of user
74 →	Country Code	Country code of user based on last login
76 →	Last Login	Last login date

FIG. 5

	DATA POINT	DESCRIPTION
72 →	User Number	Internal number used for foreign key within the database system.
82 →	Application Identifier	Application that is in session with server.
50 →	IP Address	IP address used during session.
44 →	Session Start	Time and date of start of session.
46 →	Session End	Time and date of end of session.
40 →	Session Identifier	Unique session identifier.

FIG. 6

	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
84 →	Application Name	Text name to describe Application identifier such as *Shopping Toolbar, TeenChat, etc.*
86 →	Application Message Interval	Indicates the frequency at which a new message should be provide to the client from the message queue. Time in seconds.
88 →	Welcome Wait Interval	Indicates how long to wait before requesting the next display message from the message queue. Time in seconds.
90 →	Client Query Time Interval	How frequently the client should query the server for information. Time in seconds.
92 →	Application Version	Current version of the application.
94 →	Application Update URL	For auto-update – where to find the newest version of the application.

FIG. 7

	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
74 →	Country Code	Country code of message. A default will be used for countries not listed.
102 →	Navigation URL	URL to navigate

FIG. 8

	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
310 →	Behavior Type	Type of user, Finance, Sports, Style, etc. The behavior type of *Style1-Style1000* is reserved for the style of presentation.
312 →	Tag Name	Application specific information tag.
314 →	Value Name	Application specific value for tag.

FIG. 9

	DATA POINT	DESCRIPTION
72 →	User Number	Internal number used for foreign key within the database system.
112 →	User Behavior Type	Type of user, Finance, Sports, etc.
114 →	Weight	How the type weighs against other types.

FIG. 10

	DATA POINT	DESCRIPTION
72 →	User Number	Internal number used for foreign key within the database system.
40 →	Session Identifier	Unique Session Identifier.
320 →	Domain	Domain part of URL.
322 →	Page	Page part of URL within domain.
324 →	Page Type	Type of page (sports, finance, etc), if this can be determined.
326 →	Duration	Number of seconds spent on this page.

FIG. 11

	DATA POINT	DESCRIPTION
72 →	User Number	Internal number used for foreign key within the database system.
82 →	Application Identifier	Unique identifier of the application.
92 →	Application Version	Version of users' application. For informational purposes only.
122 →	Download Date	Date application was downloaded
124 →	Last Login	Last date user used this application
126 →	Last Message Id	The last message Id the client has displayed.

FIG. 12

	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
132 →	DayYear	Date representation of day of year and year
134 →	Event Code	Code for an application event such as POPUP, NAV, UNINSTALL, etc.
136 →	Count	Number of times event code occurred for a given day.

FIG. 13

	DATA POINT	DESCRIPTION
82 →	Application Identifier	Unique identifier of the application.
112 →	Behavior Type	Behavior Type to send this message. Users with this Behavior Type will receive this message. A Behavior Type of ALL will allow all users to receive this message.
152 →	Message Number	A system assigned sequential number. Messages are displayed in sequential order to the user.
154 →	Messages	Messages to be displayed in sequential order to the user.
74 →	Country Code	Country code of message. A default code will be used for countries not listed.
156 →	URL	Fully qualified URL
158 →	Browser Mode	The mode the browser window will be displayed. Either small dialog window or full browser.
160 →	Popup Mode	The method the browser window will be displayed. Either popup or pulse icon.
162 →	Browser Width	The width of the browser window.
164 →	Browser Height	The height of the browser window.

FIG. 14

	DESCRIPTION	AVAILABILITY
172 →	Time	Current time.
42 →	User Identifier	Unique identifier assigned to each client. This is a thirty-eight-character value.
174 →	User IP	IP address of the user.
176 →	Activity	Text field to describe activity.

POPUP	A popup message was received
CLICK	The Wink tray icon was clicked to bring up a dialog box (for icons that have dialog boxes).
NAV	The user navigated to the site.
SESSION	End-of-session record.
UNINSTALL	The user uninstalled their software.
HELP	User clicked on the HELP button.
FIRSTTIME	This is first-time user that downloaded the software. Only users without a Wink Id send this message.
FIRSTTIMEDL	Same as FIRSTTIME, but the user downloaded the software via the quick downloader.
AGREE	Agreed to terms and conditions.
DISAGREE	Disagreed with terms and conditions.
REINSTALL	The user downloaded and installed the software over the existing installation. The software version are the same.

178 →	Activity Info1	Activity specific information.

POPUP	Document number.
SESSION	Start time of session.

180 →	Activity Info2	Activity specific information.

POPUP	Document URL.
SESSION	Duration of session in seconds.

FIG. 15

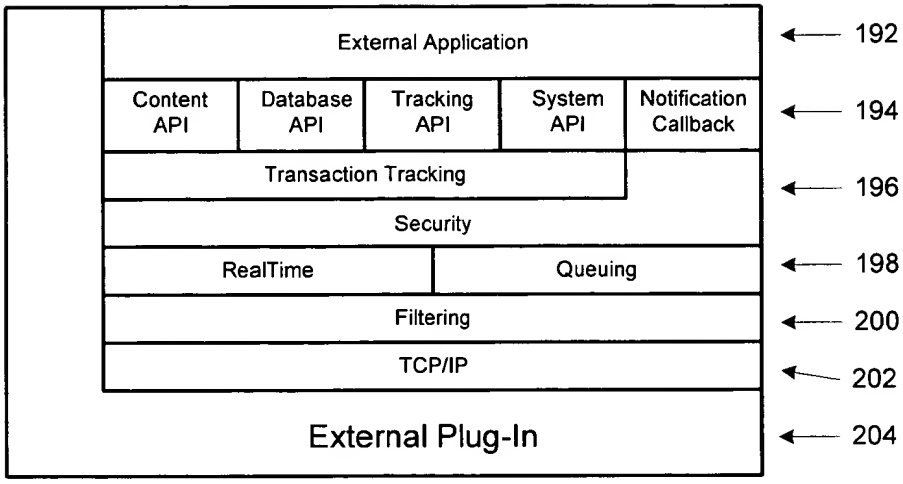
External Application
Content API
Database API
Tracking API
System API
Notification Callback
Transaction Tracking
Security
RealTime
Queuing
Filtering
TCP/IP
External Plug-In
192
194
196
198
200
202
204

FIG. 16

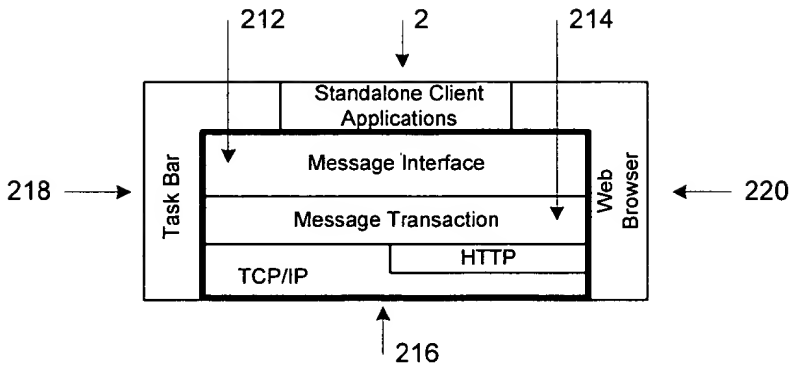
212
2
214
Standalone Client Applications
Message Interface
Message Transaction
HTTP
TCP/IP
Task Bar
Web Browser
218
220
216

FIG. 17

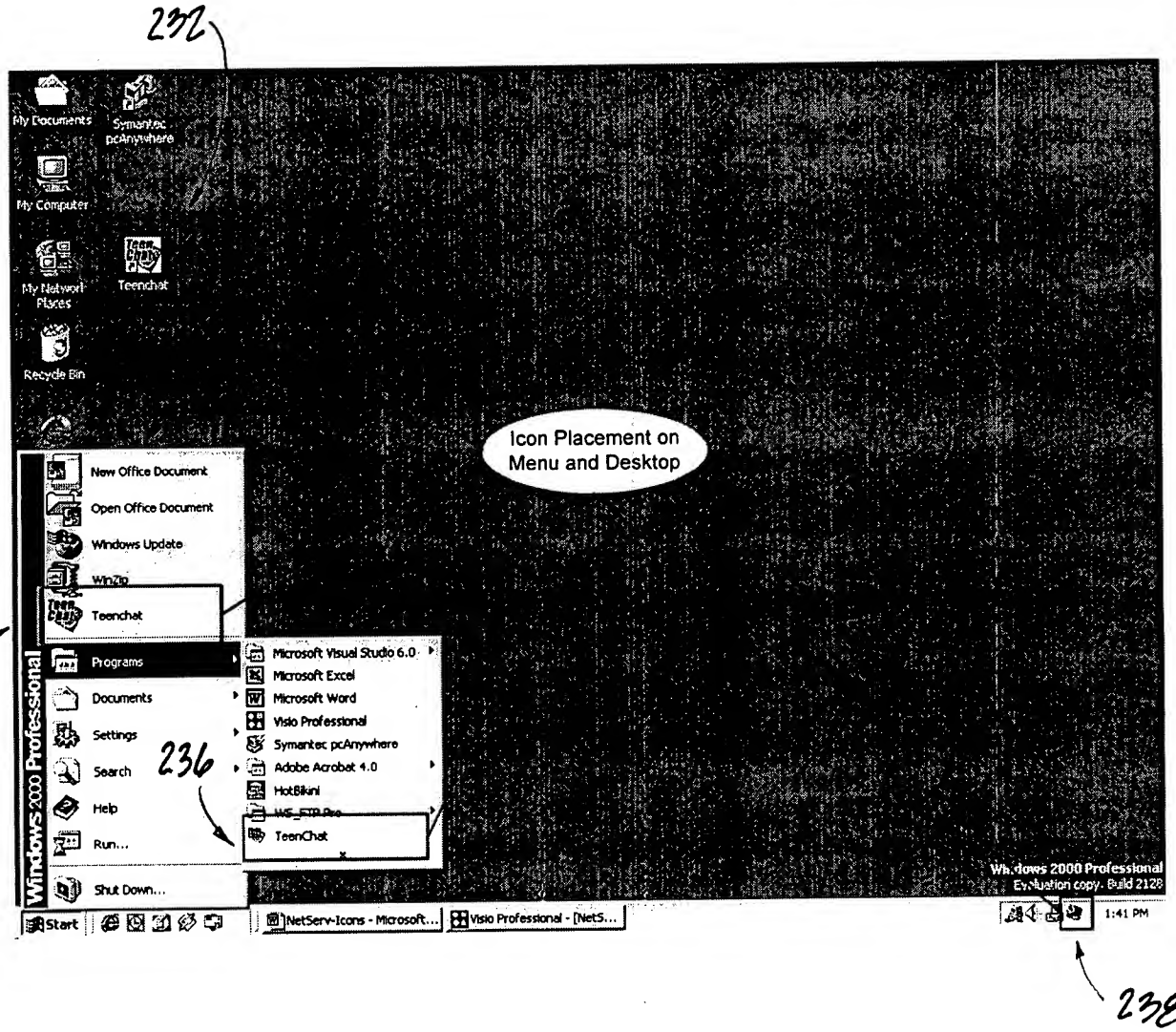
232
My Documents
Symantec pcAnywhere
My Computer
My Network Places
Teenchat
Recycle Bin
Icon Placement on Menu and Desktop
New Office Document
Open Office Document
Windows Update
WinZip
Teenchat
Programs
Documents
Settings
Search
Help
Run...
Shut Down...
Windows 2000 Professional
234
236
Microsoft Visual Studio 6.0
Microsoft Excel
Microsoft Word
Visio Professional
Symantec pcAnywhere
Adobe Acrobat 4.0
HotBikini
TeenChat
Start
NetServ-Icons - Microsoft...
Visio Professional - [NetS...
Windows 2000 Professional
Evaluation copy. Build 2128
1:41 PM
238

FIG. 18

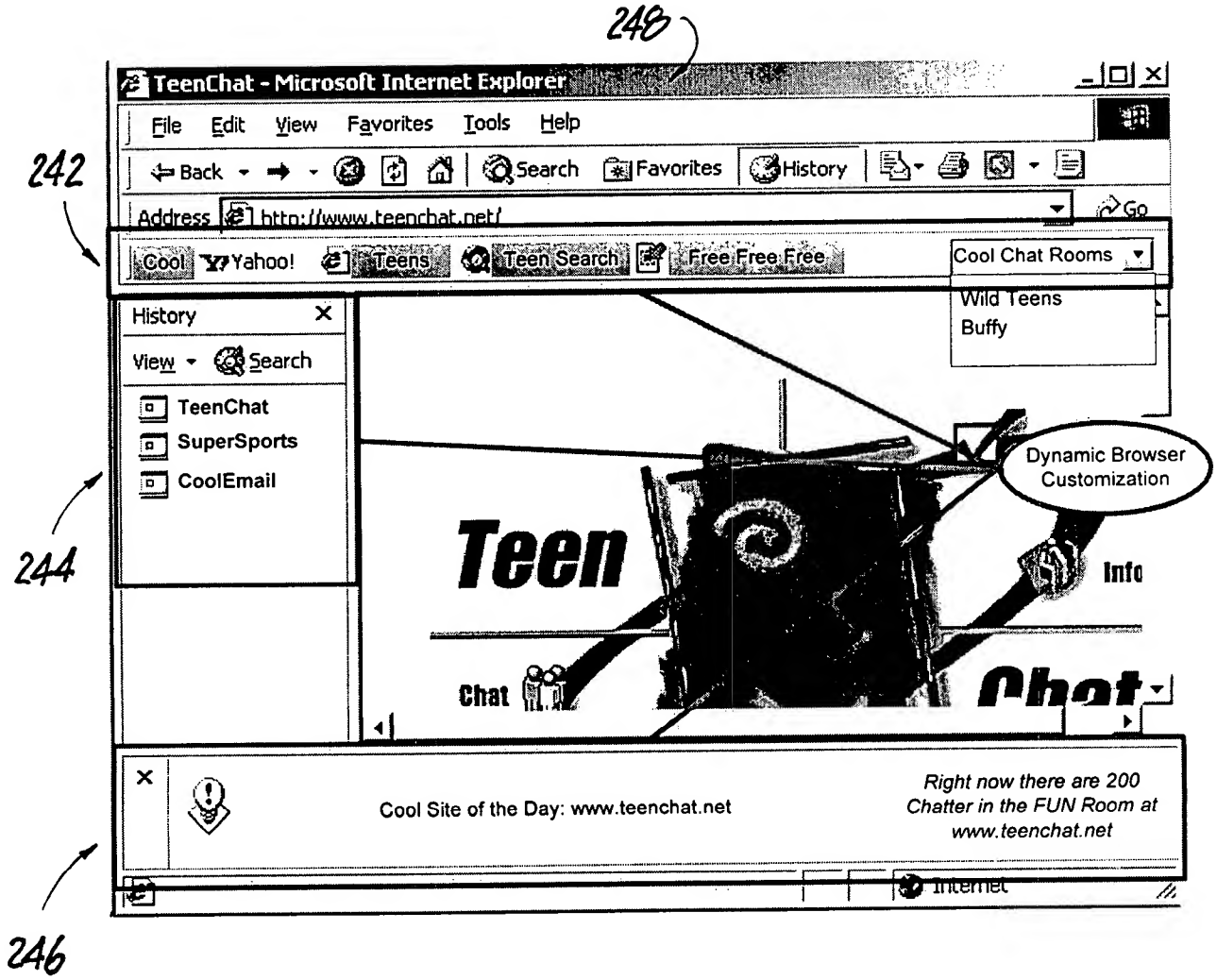
248
TeenChat - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address http://www.teenchat.net/
Go
242
Cool Yahoo! Teens Teen Search Free Free Free
Cool Chat Rooms
Wild Teens
Buffy
History
View Search
TeenChat
SuperSports
CoolEmail
244
Dynamic Browser Customization
Teen
Info
Chat
Chat
Cool Site of the Day: www.teenchat.net
Right now there are 200 Chatter in the FUN Room at www.teenchat.net
Internet
246

FIG. 19

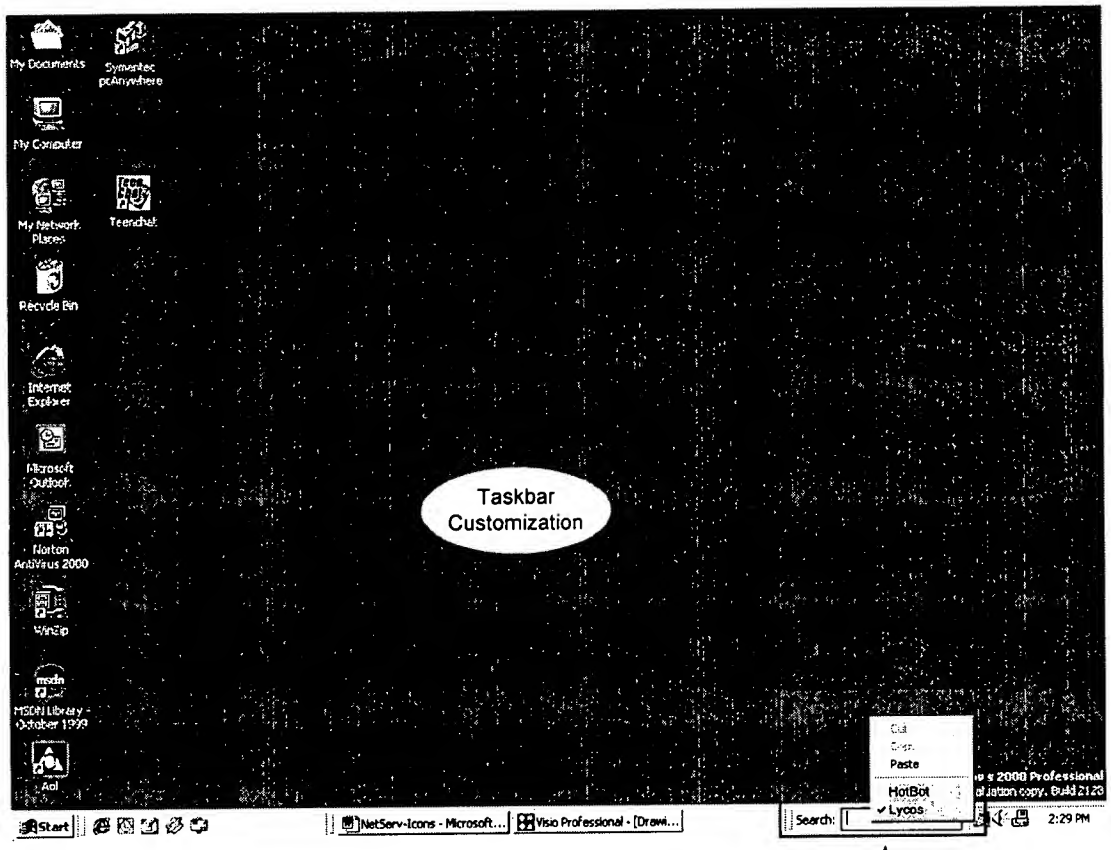
My Documents
Symantec pcAnywhere
My Computer
My Network Places
Teenchat
Recycle Bin
Internet Explorer
Microsoft Outlook
Norton AntiVirus 2000
WinZip
MSDN Library - October 1999
Aol
Taskbar Customization
Start
NetServ-Icons - Microsoft...
Visio Professional - [Drawi...
Search:
Paste
HotBot
Lycos
2:29 PM
254
252

FIG. 20